

"More brawn than beauty"

BruxZir®

Solid Zirconia Crowns & Bridges

SAVE
\$10/unit*
with enclosed Rx's

See inside for a list of
Authorized BruxZir® Laboratories

DENTISTRY TODAY
TOP 100
PRODUCTS 2010
★★★★★★★★★

2011
Bruxzir Authorized
Rx Mailer

EXHIBIT 14
WIT: Shuck
DATE: 9-25-12
L. Moskowitz, CSR 10816, RPR

Authorized BruxZir® Laboratories

Call for case pickup at your preferred laboratory

LABORATORY	CITY	STATE	PHONE	LABORATORY	CITY	STATE	PHONE
Barksdale Dental Lab	Athens	AL	256-232-1772	Worrison-Polzin Dental Lab	North Mankato	MN	800-930-5079
Oral Arts Dental Laboratories, Inc.	Huntsville	AL	800-354-2075	Keller Laboratories, Inc. **	Fenton	MO	800-325-3056
Scrippsire Dental Studio	Huntsville	AL	800-633-2912	Mallow-Tru Dental Studio	Lee's Summit	MO	800-444-3665
Green Dental Laboratories, Inc.	Heber Springs	AR	800-247-1365	Oral Tech Dental Laboratory	Pearl	MS	800-321-6201
Continental Dental Laboratory	Phoenix	AZ	800-695-0155	The Freeman Center	Stallings	NC	800-659-7636
Dentek Dental Laboratory, Inc.	Scottsdale	AZ	877-433-6835	Kiess Kraft Dental Laboratory	Omaha	NE	800-553-9522
New West Dental Ceramics **	Lake Havasu City	AZ	800-321-1614	H & O Dental Laboratory	Manchester	NH	800-543-4312
Van Hook Dental Studio	Tempe	AZ	800-987-4665	Excel Berger Dental Laboratory	North Brunswick	NJ	800-438-3384
BOL Prosthetics **	Irvine	CA	800-411-3723	Ideal Dental Laboratory	Albuquerque	NM	800-998-6684
Burbank Dental Laboratory, Inc. **	Burbank	CA	800-336-3053	Las Vegas Digital Dental Solutions **	Las Vegas	NV	800-936-1848
Continental Dental Laboratories	Torrance	CA	800-443-8048	Smile Design Dental Laboratory	Port Washington	NY	516-472-0890
Dental Masters Laboratory	Santa Rosa	CA	800-368-8482	New Era Dental Arts, LLC	Sylvania	OH	800-971-8201
Glidewell Laboratories **	Newport Beach	CA	800-854-7256	Salem Dental Laboratory	Cleveland	OH	800-747-5577
Iverson Dental Laboratories	Riverside	CA	800-334-2057	Tooth Fairy Dental Lab	Findlay	OH	419-429-8181
Nash Dental Lab, Inc.	Temecula	CA	877-528-2522	Flud Dental Laboratory	Tulsa	OK	800-331-4650
Nichols Dental Lab	Glendale	CA	800-936-8552	Great Southwest Dental Laboratory	Oklahoma City	OK	800-777-1522
Noel Laboratories, Inc.	San Luis Obispo	CA	800-575-4442	Applegate Dental Ceramics	Medford	OR	541-772-7729
Precision Ceramics Dental Laboratory **	Montclair	CA	800-223-6322	Albensi Laboratories	Irwin	PA	800-734-3064
Riverside Dental Ceramics **	Riverside	CA	800-321-9943	Fort Washington Dental Lab	Fort Washington	PA	215-628-4944
Dodd Dental Laboratories	New Castle	DE	800-441-9005	Sherer Dental Laboratory	Rock Hill	SC	800-845-1116
Carlos Ceramics Dental Lab	Miami	FL	305-661-0260	Bauer Dental Studio	Mitchell	SD	800-952-3334
Fox Dental Laboratory	Tampa	FL	800-282-9054	Peterman Dental Laboratory	Nashville	TN	800-476-1670
Hennessy Dental Laboratory	Riviera Beach	FL	800-694-6862	Rogers' Dental Laboratories	Athens	TN	800-278-6046
Knight Dental Group	Oldsmar	FL	800-359-2043	S & H Crown & Bridge Inc.	Knoxville	TN	888-506-1263
TLC Dental Laboratory	Orlando	FL	800-262-2547	Dental Dynamics Laboratory Inc.	Arlington	TX	817-792-3000
New Image Dental Laboratory **	Morrow	GA	800-233-6785	Oral Designs Dental Laboratory, Inc.	San Antonio	TX	800-292-5516
Oral Arts Dental Lab Georgia	Chamblee	GA	800-229-7645	Stern Empire Dental Laboratory	Houston	TX	800-229-0214
The Lab 2000, Inc.	Columbus	GA	800-239-3947	Stern Reed Associates Dental Laboratory	Addison	TX	800-888-8341
Colonial Dental Studio	Davenport	IA	800-397-1311	Stern Tyler Dental Laboratory	Tyler	TX	800-926-1318
Oral Arts Dental Lab Iowa	Dubuque	IA	800-747-3522	Treasure Dental Studio	Salt Lake City	UT	800-358-6444
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Distinctive Dental Studio, Ltd.	Naperville	IL	800-552-7890	P & R Dental Lab Inc.	Alexandria	VA	703-916-8866
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Crown Dental Studio	Shreveport	LA	800-551-8157	INTERNATIONAL SERVICING THE U.S.			
Pfisterer-Auderer Dental Lab	Metairie	LA	800-288-8910	Smith-Sterling Dental Laboratories **	Cartago, Costa Rica		800-479-5203
Aronovitch Dental Laboratory	Owings Mills	MD	800-441-6647	Pacific Edge Dental Laboratories **	Baja Calif., Mexico		800-889-9323
Ellason Dental Lab	Portland	ME	800-498-7881	EPS Dental Studio	Cuernavaca, MO, Mexico		346-246-5203
Dental Art Laboratories	Lansing	MI	800-444-3744	CANADA			
D.H. Baker Dental Laboratory	Traverse City	MI	800-946-8880	Highland Dental Laboratory	Calgary, AB, Canada		800-504-3199
Excel Dental Studios Inc.	Minneapolis	MN	800-328-2568	Impact Dental Laboratory	Ottawa, ON, Canada		800-668-4691
Saber Dental Studio	Brooklyn Center	MN	800-264-3903	Protec Dental Laboratories Ltd. **	Vancouver, BC, Canada		800-663-5488
Thoele Dental Laboratory	Waite Park	MN	800-999-1115	** Also a Prismatik Clinical Zirconia Milling Center.			
Webster Dental Laboratory	St. Paul	MN	800-621-3350				

BruxZir[®] is more brawn than beauty

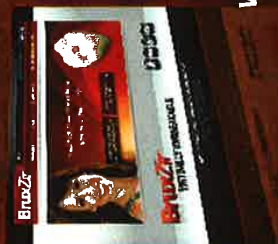


- ❖ Ideal for bruxers who have destroyed natural teeth or other restorations
- ❖ An esthetic alternative to posterior metal occlusal PFMs and cast gold crowns
- ❖ Conservatively prepare as thin as 0.5 mm with feather edge margins, much like you would cast gold

BruxZir Solid Zirconia is a monolithic zirconia crown, bridge, screw-retained implant crown, inlay or onlay with no porcelain overlay. You'll be impressed by its esthetics when prescribed instead of metal occlusal PFMs and cast gold metal restorations.

Designed and milled using CAD/CAM technology, BruxZir restorations are sintered for 6.5 hours at 1,530 degrees Celsius. The final BruxZir restoration emerges virtually bulletproof and is glazed to a smooth surface.

For more
information,
visit
www.bruxzir.com



Clinical dentistry by Michael C. DiTolla, DDS, FAGD

Authorized BruxZir® Laboratory Rx

Dr. Name _____
 Address _____
 Phone # _____
 Patient Name _____
 City, State, Zip _____
 Deliver by 5 p.m. on _____

☐ Male ☐ Female

**Offer expires
June 30, 2011**

Special BruxZir Rx Coupon Offer

1. To schedule your case pickup, call an Authorized BruxZir Laboratory (choose from list on inside front cover).
2. Send this Rx coupon with your next case to save \$10 per unit* (limit 3 units) off the list price of BruxZir Solid Zirconia.

*Price may NOT include round-trip overnight shipping.
 Limit one Rx coupon per case.
No copies accepted.
 Not valid with any other offer.

Rx ☐ BruxZir Solid Zirconia

ZE0001

TOOTH NUMBER

FINAL SHADE



OCCLUSAL STAINING

- ☐ None
☐ Light**
☐ Medium
☐ Dark

PONTIC DESIGN



**Standard unless specified otherwise

ENCLOSED WITH CASE

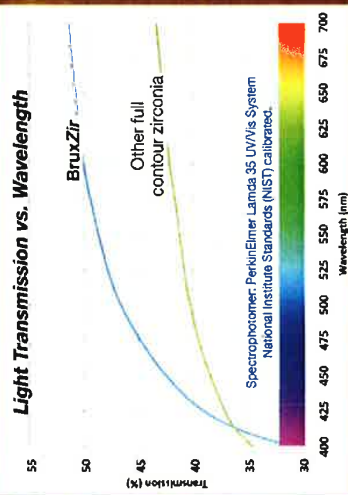
- ☐ Impression ☐ Bite ☐ Models
☐ Articulator ☐ Photos
☐ Other: _____

Signature _____ License # _____ Date _____

DATE OF CALL _____ INITIALS _____

BruxZir®: Scientific Validation

BruxZir Solid Zirconia is uniquely colloiddally processed without mechanical pressing or contaminate organic binders for enhanced esthetics (patents pending).



BruxZir exhibits higher light transmission, resulting in a more natural shade value.

SEM of sintered isostatically pressed zirconia

JEOL 10KV X20,000 10µm L81

BruxZir's 50% smaller average grain size improves its physical properties.



CAD/CAM processing ensures precision fit and occlusion

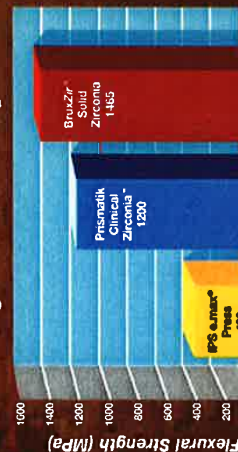
SEM of sintered colloiddally processed BruxZir

JEOL 10KV X20,000 10µm F1 L81



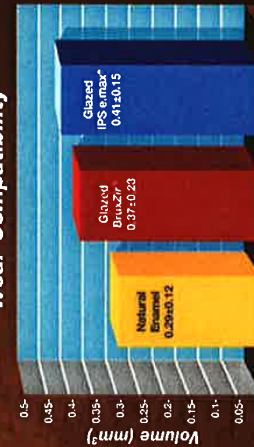
Notice the natural color and translucency of BruxZir Solid Zirconia

High Flexural Strength



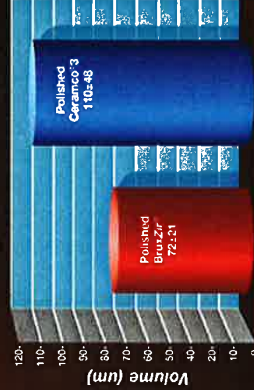
Lithium disilicate ceramic has 400 MPa while zirconia materials exhibit a flexural strength of more than 1200 MPa. However, because of post-powder processing, BruxZir exceeds that strength threshold, with flexural strengths up to 1465 MPa.

Wear Compatibility



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The antagonistic (Sleatite balls) wear shows BruxZir only with 72±21 microns, which is significantly lower than Ceramco 3 (110-48 microns). The University of Tubingen study was run using an eight chamber Willytec Chewing Simulator at 1.2 million cycles.

BruxZir and Prismatic Clinical Zirconia are trademarks of GlaxoSmithKline. Ceramco is a registered trademark of CERINTELL. IPS e.max is a registered trademark of Ivoclar Vivadent.

GL-2007-0111

*Patients prefer **BruxZir***

BruxZir
Solid Zirconia Crown



Porcelain and
Metal Crown



Gold Crown



High-Strength Crowns

BruxZir®
Solid Zirconia Crowns & Bridges



See inside for a list of
Authorized BruxZir® Laboratories

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PERMIT NO 468

BruxZir® Virtually Bulletproof



This female patient presented with a predominantly cast metal bridge, which her dentist prescribed after she fractured the porcelain on each of the abutment teeth on the previous restoration. The patient disliked how it looked and desired a more esthetic, long-term option. Because her PFM restorations had fractured before, a high-strength BruxZir bridge was prescribed. It provides the patient with the best combination of strength and esthetics.



Before



After



Before

This male patient presented with a broken PFM roundhouse bridge that had fractured between the two anterior abutments. The patient was not interested in multiple implants and was happy to have a new roundhouse bridge. Because BruxZir is virtually unbreakable, and because the patient had previously broken two PFM bridges, it was the most appealing solution.

Clinical dentistry by Michael C. DiTolla, DDS, FAGD

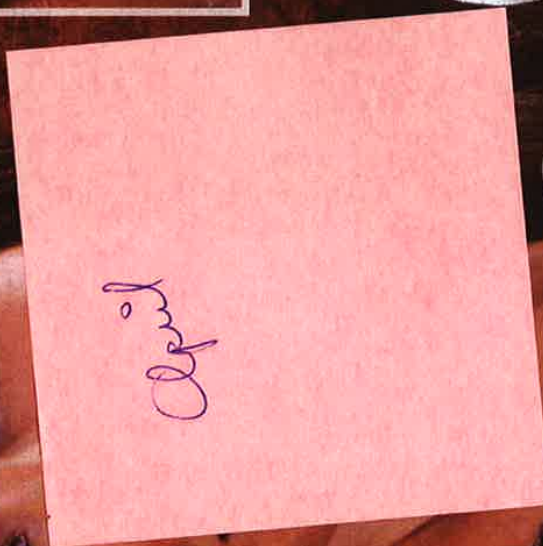
Guess which crown
is **BruxZir**®



See inside for answer and a list of
Authorized BruxZir® Laboratories



SAVE
\$10/unit*
with enclosed Rx's



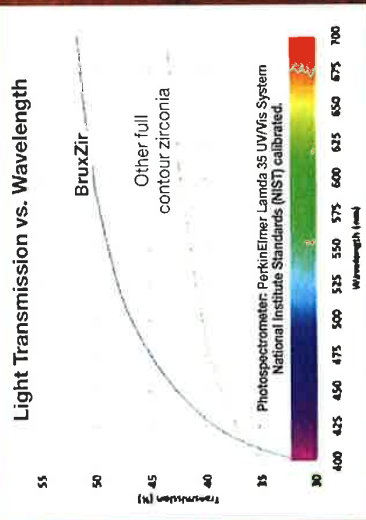
Authorized BruxZir® Laboratories

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Barksdale Dental Lab	Athens	AL	256-232-1772	Stewart Dental Laboratories	Columbia	MO	866-724-5509
Burdette Dental Lab Inc.	Birmingham	AL	800-624-5301	Oral Tech Dental Laboratory	Pearl	MS	800-321-8201
Oral Arts Dental Laboratories, Inc.	Huntsville	AL	800-524-2075	Carolina Oursource Inc.	Charlotte	NC	704-814-0644
Scrimshire Dental Studio	Huntsville	AL	800-633-2912	Drake Precision Dental Laboratory	Charlotte	NC	800-476-2771
Green Dental Laboratories, Inc.	Heber Springs	AR	800-247-1365	The Freeman Center	Stallings	NC	800-659-7636
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Burbank Dental Laboratory Inc. **	Burbank	CA	800-335-3053	Smile Design Dental Laboratory	Port Washington	NY	516-472-0890
Continental Dental Laboratories	Torrance	CA	800-443-3048	John Hagler, CDT	New Albany	OH	614-560-5667
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NEO Milling Center	Cerritos	CA	562-404-4043	Great Southwest Dental Laboratory	Oklahoma City	OK	800-777-1522
Nichols Dental Lab	Glendale	CA	800-336-8552	Applegate Dental Ceramics	Medford	OR	541-772-7729
Noel Laboratories, Inc.	San Luis Obispo	CA	800-575-4442	Athenesi Laboratories	Irwin	PA	800-734-3064
Perfect Smile Dental Ceramics, Inc.	San Diego	CA	877-729-3282	Innovative Dental Arts	North Huntingdon	PA	866-505-5434
Precision Ceramics Dental Laboratory **	Montclair	CA	800-223-6322	Fort Washington Dental Lab	Fort Washington	PA	215-628-4944
Riverside Dental Ceramics **	Riverside	CA	800-321-9943	Sherer Dental Laboratory	Rock Hill	SC	800-845-1116
Robertson Dental Lab	Lompoc	CA	800-585-3111	Bauer Dental Studio	Mitchell	SD	800-952-3334
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Caris Ceramics Dental Lab	Miami	FL	305-661-0260	Rogers' Dental Laboratories	Atlanta	TN	800-278-6046
DigiTech Dental Restorations	Doral	FL	888-336-1301	S & H Crown & Bridge Inc.	Knoxville	TN	888-506-1263
Fox Dental Laboratory	Tampa	FL	800-282-9054	Dental Dynamics Laboratory Inc.	Arlington	TX	817-792-3000
Hennessy Dental Laboratory	Riviera Beach	FL	800-694-6882	Oral Designs Dental Laboratory, Inc.	San Antonio	TX	800-292-5516
Knight Dental Group	Oldsmar	FL	800-359-2043	Stern Empire Dental Laboratory	Houston	TX	800-229-0214
TLC Dental Laboratory	Orlando	FL	800-262-2547	Stern Reed Associates Dental Laboratory	Addison	TX	800-888-8341
New Image Dental Laboratory **	Morrow	GA	800-233-6785	Stern Tyler Dental Laboratory	Tyler	TX	800-926-1318
Oral Arts Dental Lab Georgia	Chamblee	GA	800-229-7645	Treasure Dental Studio	Salt Lake City	UT	800-358-6444
The Lab 2000, Inc.	Columbus	GA	800-239-3947	Arrowhead Dental Laboratory	Sandy	UT	800-800-7200
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Artistic Dental Studio, Inc.	Bolingbrook	IL	800-755-0412	Dominion Milling Center	Richmond	VA	877-285-5285
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Distinctive Dental Studio, Ltd.	Naperville	IL	800-552-7890	The Point Dental Studio, LLC	West Point	VA	804-337-5477
Vitality Dental Arts	Arlington Heights	IL	800-399-0705	Saber Dental Studio	Waukesha	WI	800-365-3210
Itto & Koby Dental Studio	Indianapolis	IN	800-288-6684	Midtown Dental Laboratory	Charleston	WV	800-992-3368
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Tricisal Dental Studio Inc.	Rochester	MN	800-831-2362	INTERNATIONAL			
Webster Dental Laboratory	St. Paul	MN	800-621-3350	Glidewell Europe GmbH	Kelkheim, Hesse	Germany	+49 6195 5077
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BruxZir®: Scientific Validation

BruxZir Solid Zirconia is uniquely colloiddally processed without mechanical pressing or contaminate organic binders for enhanced esthetics (patents pending).



BruxZir exhibits higher light transmission, resulting in a more natural shade value.

SEM of sintered isostatically pressed zirconia



SEM of sintered colloiddally processed BruxZir



BruxZir's 50% smaller average grain size improves its physical properties.



Notice the natural color and translucency of BruxZir Solid Zirconia.



High Flexural Strength



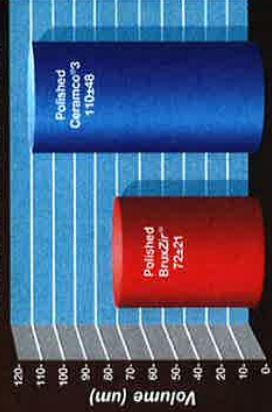
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BruxZir and PrismaLink Clinical Zirconia are trademarks of Glidewell Laboratories. Ceramco is a registered trademark of DENTSPLY Ceramco. IPS e.max is a registered trademark of Ivoclar Vivadent.

GL-2357 0411

BruxZir® is more brawn than beauty



- ❖ Ideal for bruxers who have destroyed natural teeth or previous dental restorations
- ❖ An esthetic alternative to metal occlusal PFMs and cast gold crowns
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Designed and milled using CAD/CAM technology, BruxZir restorations are sintered for 6.5 hours at 1,530 degrees Celsius. The final BruxZir restoration emerges virtually bulletproof and is glazed to a smooth surface.

For more
information,
visit
www.bruxzir.com



After



Before



Answer from cover: You are correct if you guessed that the BruxZir crown is on tooth #9! On this case, the patient presented with an all-ceramic crown on tooth #7, a natural unrestored tooth #8, an endodontically treated tooth #9 with a lingual fracture that required a full crown, and PFM crowns on tooth #10 and #11.



Clinical dentistry by Michael C. DiTolla, DDS, FAGD

Authorized BruxZir[®] Laboratory Rx

Dr. Name _____
Address _____
Phone # _____ Deliver by 5 p.m. on _____
Patient Name _____ ☐ Male ☐ Female

Rx ☐ BruxZir Solid Zirconia

VJ0001

TOOTH NUMBER

FINAL SHADE

Special BruxZir Rx Offer*
Offer expires September 30, 2011
*Price may NOT include round-trip overnight shipping.
Limit one Rx per case.
No copies accepted.
Not valid with any other offer.

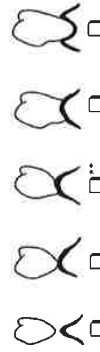
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2. Send this Rx with your next case to save \$10 per unit* (limit 3 units) off the list price of BruxZir Solid Zirconia.

SPECIAL BRUXZIR Rx OFFER

OCCLUSAL STAINING

- ☐ None
☐ Light**
☐ Medium
☐ Dark

PONTIC DESIGN



**Standard unless specified otherwise

ENCLOSED WITH CASE

- ☐ Impression ☐ Bite ☐ Models
☐ Articulator ☐ Photos
☐ Other: _____



Signature _____ License # _____ Date _____

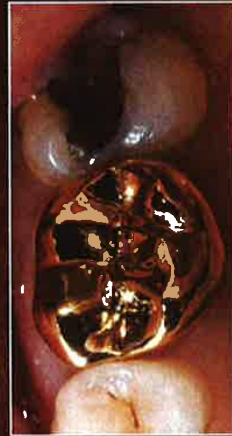
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*Patients prefer **BruxZir***

BruxZir[®]
Solid Zirconia Crown



Gold Crown



Porcelain and
Metal Crown



High-Strength Crowns

BruxZir®
Solid Zirconia Crowns & Bridges



See inside for a list of
Authorized BruxZir® Laboratories

PRSRT STD
US POSTAGE
PAID
LEBANON JUNCTION KY
PERMIT NO 468

BruxZir® Virtually Bulletproof



Before



This female patient presented with a predominantly cast metal bridge, which her dentist prescribed after she fractured the porcelain on each of the abutment teeth on the previous restoration. The patient disliked how it looked and desired a more esthetic, long-term option. Because her PFM restorations had fractured before, a high-strength BruxZir bridge was prescribed. It provides the patient with the best combination of strength and esthetics.



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This male patient presented with a broken PFM roundhouse bridge that had fractured between the two anterior abutments. The patient was not interested in multiple implants and was happy to have a new roundhouse bridge. Because BruxZir is virtually unbreakable, and because the patient had previously broken two PFM bridges, it was the most appealing solution.

Clinical dentistry by Michael C. DiTolla, DDS, FAGD

BruxZir® Clinical Solution Series



Inadequate occlusal clearance can wreak havoc on PFM restorations as it did on this fractured PFM bridge. The patient would not accept a metal occlusal on the first molar and the porcelain fractured after 9 months.



This monolithic BruxZir bridge has been in place for 18 months. Since it has no porcelain on it, BruxZir is indicated for areas with limited occlusal reduction.



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Parkway Dental Lab	Opelika	AL	800-239-3512	Colonial Dental Studio	Davenport	IA	800-397-1311
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Walker Dental Laboratory, Inc.	Decatur	AL	800-727-0705	Artistic Dental Studio, Inc.	Bolingbrook	IL	800-755-0412
Green Dental Laboratories, Inc.	Heber Springs	AR	800-247-1365	Dental Arts Laboratories, Inc.	Peoria	IL	800-322-2213
Continental Dental Laboratory	Phoenix	AZ	800-695-0155	Distinctive Dental Studio, Ltd.	Naperville	IL	800-552-7890
Dentek Dental Laboratory, Inc.	Scottsdale	AZ	877-433-6835	Ottawa Dental Lab	Ottawa	IL	800-851-8239
New West Dental Ceramics**	Lake Havasu City	AZ	800-321-1614	Rocket Dental Studio	Wheaton	IL	800-665-1401
Van Hook Dental Studio	Tempe	AZ	800-987-4665	Vitality Dental Arts	Arlington Heights	IL	800-399-0705
BDL Prosthetics**	Irvine	CA	800-411-9723	Ito & Koby Dental Studio	Indianapolis	IN	800-288-6684
Burbank Dental Laboratory Inc.**	Burbank	CA	800-336-3053	Keller Dental Laboratory	Louisville	KY	800-292-1894
Continental Dental Laboratories	Torrance	CA	800-443-8048	Crown Dental Studio	Shreveport	LA	800-551-8157
Creative Porcelain	Oakland	CA	800-470-4085	Phisterer-Auderer Dental Lab	Metairie	LA	800-288-8910
Dental Masters Laboratory	Santa Rosa	CA	800-388-8482	Aronovitch Dental Laboratory	Owings Mills	MD	800-441-6647
Gledwell Laboratories**	Newport Beach	CA	800-854-7256	Elison Dental Lab	Portland	ME	800-498-7881
Great Smile Dental Lab	Northridge	CA	877-773-8815	Apex Dental Milling	Ann Arbor	MI	866-755-4236
Iverson Dental Laboratories	Riverside	CA	800-334-2057	Davison Dental Lab	Flint	MI	800-340-6971
Nash Dental Lab, Inc.	Temecula	CA	877-528-2522	D.H. Baker Dental Laboratory	Traverse City	MI	800-946-8880
NEO Milling Center	Cerritos	CA	562-404-4048	Dental Art Laboratories	Lansing	MI	800-444-3744
Nichols Dental Lab	Glendale	CA	800-936-8552	Olson Dental Laboratory	Clinton Township	MI	800-482-3166
Noel Laboratories, Inc.	San Luis Obispo	CA	800-575-4442	Excel Dental Studios Inc.	Minneapolis	MN	800-328-2568
Perfect Smile Dental Ceramics, Inc.	San Diego	CA	877-729-5282	Saber Dental Studio	Brooklyn Center	MN	800-264-3903
Precision Ceramics Dental Laboratory**	Montclair	CA	800-223-6322	Thoele Dental Laboratory	Waite Park	MN	800-899-1115
Riverside Dental Ceramics**	Riverside	CA	800-321-9943	Trachsel Dental Studio	Rochester	MN	800-831-2362
Robertson Dental Lab	Lompoc	CA	800-585-3111	Webster Dental Laboratory	St. Paul	MN	800-621-3350
Gnathodontics, Ltd.	Lakewood	CO	800-234-9515	Wornson-Polzin Dental Lab	North Mankato	MN	800-950-5079
Dodd Dental Laboratories	New Castle	DE	800-441-9005	Keller Laboratories, Inc.**	Fenton	MO	800-325-3056
Carlos Ceramics Dental Lab	Miami	FL	305-661-0260	Mallow-Tru Dental Studio	Lee's Summit	MO	800-444-3685
DigiTech Dental Restorations	Doral	FL	888-336-1301	Stewart Dental Laboratories	Columbia	MO	866-724-5509
Fox Dental Laboratory	Tampa	FL	800-282-9054	Oral Tech Dental Laboratory	Pearl	MS	800-321-6201
Hennessy Dental Laboratory	Riviera Beach	FL	800-694-6882	Carolina Outsource Inc.	Charlotte	NC	704-814-0644
Knight Dental Group	Oldsmar	FL	800-359-2043	Drake Precision Dental Laboratory	Charlotte	NC	800-476-2771
TLC Dental Laboratory	Orlando	FL	800-262-2547	The Freeman Center	Stallings	NC	800-659-7636
New Image Dental Laboratory**	Morrow	GA	800-233-6785	Kiess Kraft Dental Laboratory	Omaha	NE	800-553-9522

Authorized **BruxZir** Laboratories

Call for case pickup at your preferred laboratory

LABORATORY	CITY	STATE	PHONE	LABORATORY	CITY	STATE	PHONE
H & O Dental Laboratory	Manchester	NH	800-543-4312	Via Digital Solutions	Sandy	UT	888-484-6842
Excel Berger Dental Laboratory	North Brunswick	NJ	800-438-3384	Art Dental Lab	Chantilly	VA	888-645-7541
Ideal Dental Laboratory	Albuquerque	NM	800-998-6684	Dominion Milling Center	Richmond	VA	877-285-5285
Las Vegas Digital Dental Solutions**	Las Vegas	NV	800-938-1848	P & R Dental Lab Inc.	Alexandria	VA	703-916-8866
Creo Dental	New York	NY	212-302-3860	The Point Dental Studio, LLC	West Point	VA	804-337-5477
MobileTek Dental Labs	New York	NY	917-747-7519	Saber Dental Studio	Waukesha	WI	800-365-3210
Smile Design Dental Laboratory	Port Washington	NY	516-472-0890	Midtown Dental Laboratory	Charleston	WV	800-992-3368
John Hagler CDT	New Albany	OH	614-560-5667	INTERNATIONAL SERVICING THE U.S.			
New Era Dental Arts, LLC	Sylvania	OH	800-971-8201	Smith-Sterling Dental Laboratories**	Cartago	Costa Rica	800-479-5203
Salem Dental Laboratory	Cleveland	OH	800-747-5577	Pacific Edge Dental Laboratories**	Baja California	Mexico	800-889-9323
Tooth Fairy Dental Lab	Findlay	OH	419-429-8181	EPS Dental Studio	Cuernavaca	MO, Mexico	347-246-5203
Fluid Dental Laboratory	Tulsa	OK	800-331-4650	CANADA			
Great Southwest Dental Laboratory	Oklahoma City	OK	800-777-1522	Highland Dental Laboratory	Calgary	AB, Canada	800-504-3199
Applegate Dental Ceramics	Medford	OR	541-772-7729	Hollywood Smiles Dental Laboratory Ltd.	Burnaby	BC, Canada	604-939-8118
Albensi Laboratories	Irwin	PA	800-734-3064	Premium Dental Laboratories Ltd.	Burnaby	BC, Canada	604-294-2881
Fort Washington Dental Lab	Fort Washington	PA	215-628-4944	Protec Dental Laboratories Ltd.**	Vancouver	BC, Canada	800-663-5488
Innovative Dental Arts	North Huntingdon	PA	866-305-5434	Impact Dental Laboratory	Ottawa	ON, Canada	800-668-4691
Sherer Dental Laboratory	Rock Hill	SC	800-845-1116	Carlton Dental Labs	Prince Albert	SK, Canada	800-667-5525
Bauer Dental Studio	Mitchell	SD	800-952-3334	INTERNATIONAL			
Peterman Dental Laboratory	Nashville	TN	800-476-1670	Zahntechnik Scharf GmbH	Amberg	Germany	49 (0) 9621 3790
R-Dent Dental Laboratory	Bartlett	TN	877-733-6848	Triton Dental GmbH	Dusseldorf	Germany	0211 1596 4490
Rogers' Dental Laboratories	Athens	TN	800-278-6046	Boger Zahntechnik GmbH&Co.KG	Hamburg	Germany	49 (0) 40 43 11 41
S & H Crown & Bridge Inc.	Knoxville	TN	888-506-1263	Avantgard Dentaltechnik GmbH	Leipzig	Germany	45 (0) 341 69 84 00
Wade Dental Ceramics	Maryville	TN	865-982-4324	Glidewell Europe GmbH	Kelheim/Ts.	Germany	49 (0) 6195 5077
Affordable Cosmetic Laboratories	Arlington	TX	860-258-0678	Dental Labor Kock GmbH	Pritzwalk	Germany	49 (0) 3395 30 21 65
Crystal Dental Ceramics	Richardson	TX	972-680-1660	Dental-Labor Volkmer GmbH&Co.KG	Rheine	Germany	49 (0) 5971 92 950
Dental Dynamics Laboratory Inc.	Arlington	TX	800-640-8112	Dental Labor Kock GmbH	Rittenberg	Germany	49 (0) 38322 5350
Oral Designs Dental Laboratory, Inc.	San Antonio	TX	800-292-5516	Boger Zahntechnik GmbH&Co.KG	Schwerin	Germany	49 (0) 385 64 44 80
Stern Empire Dental Laboratory	Houston	TX	800-229-0214	ZTM Ralf Mair	Oberndorf/Neckar	Germany	49 (0) 7423 920 450
Stern Reed Associates Dental Laboratory	Addison	TX	800-888-3341	Zahntechnik Manfred Schmidt	Offenburg	Germany	49 (0) 781 24 061
Stern Tyler Dental Laboratory	Tyler	TX	800-926-1318	Dentec B+S GmbH	Überlingen	Germany	49 (0) 7551 944 5971
Arrowhead Dental Laboratory	Sandy	UT	800-800-7200	Dental Labor Kock GmbH&Co.KG	Wallenhorst	Germany	49 (0) 5407 83 820
Crystall Dental Design	Salt Lake City	UT	800-343-2488	M. Heijens Dentallabor GmbH	Geldern	Germany	49 (0) 2831 973 100
Evolution Dental Studio	Draper	UT	801-432-7446				
Treasure Dental Studio	Salt Lake City	UT	800-358-6444				

**Also a Prismatic Clinical Zirconia Milling Center.

Authorized BruxZir[®] Laboratory Rx

Lab Name _____
Dr. Name _____
Address _____
Phone # _____ Deliver by 5 p.m. on _____
Patient Name _____ ☐ Male ☐ Female

Special BruxZir Rx Offer*

1. To schedule your case pickup, call an Authorized BruxZir Laboratory (choose from list on inside front cover).
2. Send this Rx with your next case to save \$10 per unit* (limit 3 units) off the list price of BruxZir Solid Zirconia.

**Offer expires
October 31, 2011**

*Price may NOT include round-trip overnight shipping.

Limit one Rx per case.
No copies accepted.
Not valid with any other offer.

Rx ☐ BruxZir Solid Zirconia

UR0001

TOOTH NUMBER

FINAL SHADE

OCCUSAL STAINING

- ☐ None
☐ Light
☐ Medium
☐ Dark

PONTIC DESIGN



**Standard unless specified otherwise

ENCLOSED WITH CASE

- ☐ Impression ☐ Bite ☐ Models
☐ Articulator ☐ Photos
☐ Other: _____

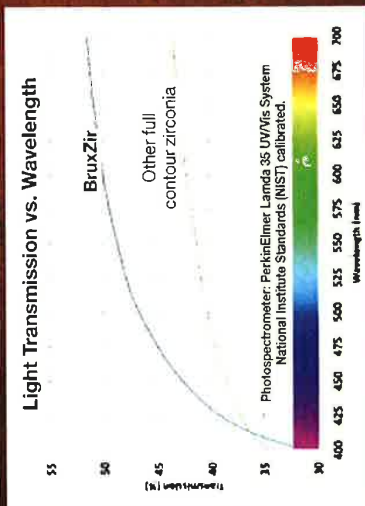
Signature _____ License # _____ Date _____

SPECIAL BRUXZIR Rx OFFER



BruxZir®: Scientific Validation

BruxZir Solid Zirconia is uniquely colloidal-processed without mechanical pressing or contaminate organic binders, for enhanced esthetics (patents pending).



BruxZir exhibits higher light transmission, resulting in a more natural shade value.



BruxZir's 50% smaller average grain size improves its physical properties.



CAD/CAM processing ensures precision fit and occlusion.



Notice the natural color and translucency of BruxZir Solid Zirconia.

High Flexural Strength



Lithium disilicate ceramic has 400 MPa while zirconia materials exhibit a flexural strength of more than 1200 MPa. However, because of post-powder processing, BruxZir exceeds that strength threshold, with flexural strengths up to 1465 MPa.

Wear Compatibility



In a recent study¹ to measure the volumetric loss of enamel, glazed BruxZir was found to wear compatible with enamel and virtually identical to glazed IPS e.max.

¹ Wear of Enamel on Polished and Glazed Zirconia. Shah S, Michelson G, Buck P. et al. 2010, Washington, DC: AADR Abstract #129115.

Antagonist Wear Study

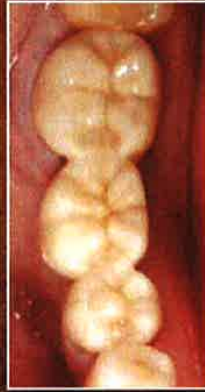


The antagonistic (Steele balls) wear shows BruxZir only with 72±21 microns, which is significantly lower than Ceramco 3 (110±48 microns). The University of Tubingen study was run using an eight chamber Willytec Chewing Simulator at 1.2 million cycles.

BruxZir® is more brawn than beauty



After



Before



- ❖ Ideal for bruxers who have destroyed natural teeth or previous dental restorations
- ❖ An esthetic alternative to metal occlusal PFMs and cast gold crowns
- ❖ Conservatively prepare as thin as 0.5 mm with feather edge margins, much like you would cast gold

BruxZir Solid Zirconia is a monolithic zirconia restoration with no porcelain overlay. You'll be impressed by its esthetics when prescribed instead of metal occlusal PFMs and cast gold metal restorations.

Designed and milled using CAD/CAM technology, BruxZir restorations are sintered for 6.5 hours at 1,530 degrees Celsius. The final BruxZir restoration emerges virtually chip-proof and is glazed to a smooth surface.



For more
information,
visit
www.bruxzir.com

Turn this page to see list of
Authorized BruxZir Laboratories

Clinical dentistry by Michael C. DiTolla, DDS, FAGD

BruxZir®
Solid Zirconia Crowns & Bridges



*See inside for the expanding list of
Authorized BruxZir Laboratories*

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PERMIT NO 468

*Patients prefer **BruxZir®***

BruxZir

Solid Zirconia Crown



Gold Crown



*Porcelain and
Metal Crown*





Which teeth are **BruxZir**® crowns?

See inside for answer and a list of
Authorized BruxZir® Laboratories

**Authorized
BruxZir®
LABORATORY**

**SAVE
\$10/unit***
with enclosed Rx's

**DENTISTRY TODAY
TOP 100
PRODUCTS 2010**

BruxZir® Solid Zirconia is more brawn than beauty

Before



After



Answer from cover: The BruxZir crowns were done on tooth #8 and #9. As you can see in the non-retracted before photo, the patient had two pre-existing high value PFM's. As I cut through them the copings appeared to be base metal. When you look at the condition of the gingiva in the before photo, was this possibly a base metal allergy? It helped with my decision to go with BruxZir all-ceramic (solid zirconia) crowns.

- ❖ Ideal for bruxers who have destroyed natural teeth or previous dental restorations
- ❖ An esthetic alternative to metal occlusal PFM's and cast gold crowns
- ❖ Conservatively prepare as thin as 0.5 mm with feather edge margins, much like you would cast gold

BruxZir Solid Zirconia is a monolithic zirconia restoration with no porcelain overlay. You'll be impressed by its esthetics when prescribed instead of metal occlusal PFM's and cast gold metal restorations.

Designed and milled using CAD/CAM technology, BruxZir restorations are sintered for 6.5 hours at 1,530 degrees Celsius. The final BruxZir restoration emerges virtually bulletproof and is glazed to a smooth surface.

Before



After



In the retracted view, you can see the full extent of the gingival tissues. As I placed the topical on tooth #9 with a cotton swab, it started to bleed! You can see that the midline on the existing crown is off, as are the axial inclinations of the two crowns. The unhealthy gingival tissue was removed with a diode laser and BioTemps were placed. I've found the smooth glazed surface of BioTemps helps gingiva heal faster in these type of cases.



As you view the crowns in the lateral smile view, you will notice the flat facial profiles of these crowns. This is much more difficult to achieve with bi-layered restorations such as porcelain fused to metal or porcelain fused to zirconia. Since a BruxZir zirconia restoration is monolithic (one layer), it is much easier to achieve desirable contours.

Clinical dentistry by Michael C. DiTolla, DDS, FAGD

For more information, visit
www.bruxzir.com

Authorized BruxZir® Laboratories

Call for case pickup at your preferred laboratory

LABORATORY	CITY	STATE	PHONE	LABORATORY	CITY	STATE	PHONE
Barksdale Dental Lab	Athens	AL	256-232-1772	Oral Arts Dental Lab Georgia	Chamblee	GA	800-229-7645
Burdette Dental Lab Inc.	Birmingham	AL	800-624-5301	P & W Dental Studios LLC	Cumming	GA	877-955-8757
Oral Arts Dental Laboratories, Inc.	Huntsville	AL	800-354-2075	Ridge Craft Dental Laboratory	Lagrange	GA	800-516-0281
Parkway Dental Lab	Opelika	AL	800-239-3512	The Lab 2000, Inc.	Columbus	GA	800-239-3947
Scrimshire Dental Studio	Huntsville	AL	800-633-2912	Colonial Dental Studio	Davenport	IA	800-397-1311
Walker Dental Laboratory, Inc.	Decatur	AL	800-727-0705	Oral Arts Dental Lab Iowa	Dubuque	IA	800-747-3522
Green Dental Laboratories, Inc.	Heber Springs	AR	800-247-1365	Artistic Dental Studio, Inc.	Bolingbrook	IL	800-755-0412
Continental Dental Laboratory	Phoenix	AZ	800-695-0155	Dental Arts Laboratories, Inc.	Peoria	IL	800-322-2213
Dentek Dental Laboratory, Inc.	Scottsdale	AZ	877-433-6835	Distinctive Dental Studio, Ltd.	Naperville	IL	800-552-7890
New West Dental Ceramics**	Lake Havasu City	AZ	800-321-1614	Ottawa Dental Lab	Ottawa	IL	800-851-8239
Van Hook Dental Studio	Tempe	AZ	800-987-4665	Rockert Dental Studio	Wheaton	IL	800-665-1401
A & M Dental Laboratories	Santa Ana	CA	800-487-8051	Vitality Dental Arts	Arlington Heights	IL	800-399-0705
BDL Prosthetics**	Irvine	CA	800-411-9723	Ito & Koby Dental Studio	Indianapolis	IN	800-288-6684
Bigler Dental Ceramics	Tustin	CA	714-832-9251	Myron's Dental Laboratory	Kansas City	KS	800-359-7111
Continental Dental Laboratories	Torrance	CA	800-443-8048	Keller Dental Laboratory	Louisville	KY	800-292-1894
Creative Porcelain	Oakland	CA	800-470-4085	Crown Dental Studio	Shreveport	LA	800-551-8157
Dental Masters Laboratory	Santa Rosa	CA	800-368-8482	Phisterer-Auderer Dental Lab	Metairie	LA	800-288-8910
Gleadowell Laboratories**	Newport Beach	CA	800-854-7256	Arcari Dental Lab	Wakefield	MA	781-213-3434
Great Smile Dental Lab	Northridge	CA	877-773-8815	Aronovitch Dental Laboratory	Owings Mills	MD	800-441-6647
Iverson Dental Laboratories	Riverside	CA	800-334-2057	Elason Dental Lab	Portland	ME	800-498-7881
Nash Dental Lab, Inc.	Temecula	CA	877-528-2522	Apex Dental Milling	Ann Arbor	MI	866-755-4236
NEO Milling Center	Cerritos	CA	562-404-4048	Artistic Dental Lab	Allen Park	MI	313-383-0111
Nichols Dental Lab	Glendale	CA	800-936-8552	D.H. Baker Dental Laboratory	Traverse City	MI	800-946-8880
Noel Laboratories, Inc.	San Luis Obispo	CA	800-575-4442	Davison Dental Lab	Flint	MI	800-340-6971
Perfect Smile Dental Ceramics, Inc.	San Diego	CA	877-729-5282	Dental Art Laboratories	Lansing	MI	800-444-3744
Precision Ceramics Dental Laboratory**	Montclair	CA	800-223-6322	Olson Dental Laboratory	Clinton Township	MI	800-482-3166
Riverside Dental Ceramics**	Riverside	CA	800-321-9943	Excel Dental Studios Inc.	Minneapolis	MN	800-328-2568
Robertson Dental Lab	Lompoc	CA	800-585-3111	Harrison Dental Studio	West St. Paul	MN	800-899-3264
Gnathodontics, Ltd.	Lakewood	CO	800-234-9515	Saber Dental Studio	Brooklyn Center	MN	800-264-3903
Dodd Dental Laboratories	New Castle	DE	800-441-9005	Thoele Dental Laboratory	Waite Park	MN	800-899-1115
Carlos Ceramics Dental Lab	Miami	FL	305-661-0260	Trachsel Dental Studio Inc.	Rochester	MN	800-831-2362
DigiTech Dental Restorations	Doral	FL	888-336-1301	Webster Dental Laboratory	St. Paul	MN	800-621-3350
Fox Dental Laboratory	Tampa	FL	800-282-9054	Wornson-Polzin Dental Lab	North Mankato	MN	800-950-5079
Hennessy Dental Laboratory	Riviera Beach	FL	800-694-6862	Keller Laboratories, Inc.**	Fenton	MO	800-325-3056
Knight Dental Group	Oldsmar	FL	800-359-2043	Mallow-Tru Dental Studio	Lee's Summit	MO	800-444-3685
TLC Dental Laboratory	Orlando	FL	800-262-2547	Stewart Dental Laboratories	Columbia	MO	866-724-5509
New Image Dental Laboratory**	Morrow	GA	800-233-6785	Oral Tech Dental Laboratory	Pearl	MS	800-321-6201

Authorized BruxZir® Laboratories

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LABORATORY	CITY	STATE	PHONE	LABORATORY	CITY	STATE	PHONE
Carolina Outsource Inc.	Charlotte	NC	704-814-0644	PCB Dental Lab	Richardson	TX	672-671-3894
Drake Precision Dental Laboratory	Charlotte	NC	800-476-2771	Stern Empire Dental Laboratory	Houston	TX	800-229-0214
Natural Ceramics Inc.	Fayetteville	NC	910-425-8296	Stern Reed Assoc. Dental Laboratory	Addison	TX	800-888-8341
The Freeman Center	Stallings	NC	800-659-7636	Stern Tyler Dental Laboratory	Tyler	TX	800-926-1318
Kiess Kraft Dental Laboratory	Omaha	NE	800-553-9522	Arrowhead Dental Laboratory	Sandy	UT	800-800-7200
H & O Dental Laboratory	Manchester	NH	800-543-4312	Crystall Dental Design	Salt Lake City	UT	800-343-2488
Excel Berger Dental Laboratory	North Brunswick	NJ	800-438-3384	Evolution Dental Studio	Draper	UT	801-432-7446
Ideal Dental Laboratory	Albuquerque	NM	800-998-6684	Precision Milling Center	West Valley City	UT	877-810-6210
Las Vegas Digital Dental Solutions**	Las Vegas	NV	800-936-1848	Treasure Dental Studio	Salt Lake City	UT	800-358-6444
Creo Dental	New York	NY	212-302-3860	Via Digital Solutions	Sandy	UT	888-484-6842
Elegant Dental Laboratories	Brooklyn	NY	877-335-5221	Apex Dental Laboratory	Midlothian	VA	804-763-0420
MobileTek Dental Labs	New York	NY	917-747-7519	Art Dental Lab	Charlottesville	VA	888-645-7541
Smile Design Dental Laboratory	Port Washington	NY	516-472-0890	Dominion Milling Center	Richmond	VA	877-285-5285
AccuTech Dental Lab	Reynoldsburg	OH	614-751-9888	NexTek Dental Studios	Manassas	VA	800-678-7354
John Hagler, CDT	New Albany	OH	614-560-5667	P & R Dental Lab Inc.	Alexandria	VA	703-916-8866
New Era Dental Arts, LLC	Sylvania	OH	800-971-8201	The Point Dental Studio, LLC	West Point	VA	804-337-5477
Northwest Ceramics Inc.	Columbus	OH	614-451-9597	Saber Dental Studio	Waukesha	WI	800-365-3210
Salem Dental Laboratory	Cleveland	OH	800-747-5577	Midtown Dental Laboratory	Charleston	WV	800-992-3368
Tooth Fairy Dental Lab	Findlay	OH	419-429-8181	CANADA			
Flud Dental Laboratory	Tulsa	OK	800-331-4650	Highland Dental Laboratory	Calgary, AB	Canada	800-504-3199
Great Southwest Dental Laboratory	Oklahoma City	OK	800-777-1522	Hollywood Smiles Dental Lab. Ltd.	Burnaby, BC	Canada	604-939-8118
Applegate Dental Ceramics	Medford	OR	541-772-7729	Premium Dental Laboratories Ltd.	Burnaby, BC	Canada	604-294-2881
Alpensi Laboratories	Irwin	PA	800-734-3064	Protec Dental Laboratories Ltd.**	Vancouver, BC	Canada	800-663-5488
Innovative Dental Arts	North Huntingdon	PA	866-305-5434	Impact Dental Laboratory	Ottawa, ON	Canada	800-668-4691
Thayer Dental Laboratory	Mechanicsburg	PA	800-382-1240	Smile Designs	Guelph, ON	Canada	519-836-1100
Sherer Dental Laboratory	Rock Hill	SC	800-845-1116	Carlton Dental Labs	Prince Albert, SK	Canada	800-667-5525
Bauer Dental Studio	Mitchell	SD	800-952-3334	INTERNATIONAL SERVICING THE U.S.			
Dental Prosthetics Lab	Clarksville	TN	931-647-2917	Smith-Sterling Dental Laboratories**	Cartago	Costa Rica	800-479-5203
Peterman Dental Laboratory	Nashville	TN	800-476-1670	EPS Dental Studio	Cuernavaca, MO	Mexico	346-246-5203
R•Dent Dental Laboratory	Bartlett	TN	877-733-6848	Pacific Edge Dental Laboratories**	Baja Calif.	Mexico	800-889-9323
Rogers' Dental Laboratories	Athens	TN	800-278-6046	INTERNATIONAL			
S & H Crown & Bridge Inc.	Knoxville	TN	888-506-1263	Glidewell Europe GmbH	Kelkheim, Hesse	Germany	+49 6195 5077
Wade Dental Ceramics	Maryville	TN	865-982-4324	**Also a PrismaTik Clinical Zirconia™ Milling Center.			
Affordable Cosmetic Laboratories	Arlington	TX	860-258-0678				
Crystal Dental Ceramics	Richardson	TX	972-680-1660				
Dental Dynamics Laboratory Inc.	Arlington	TX	800-540-8112				
Oral Designs Dental Laboratory, Inc.	San Antonio	TX	800-292-5516				

Authorized BruxZir[®] Laboratory Rx

Lab Name _____
Dr. Name _____
Address _____
Phone # _____ Deliver by 5 p.m. on _____
Patient Name _____ ☐ Male ☐ Female

Special BruxZir Rx Offer*

1. To schedule your case pickup, call an Authorized BruxZir Laboratory (choose from list on inside front cover).
2. Send this Rx with your next case to save \$10 per unit* (limit 3 units) off the list price of BruxZir Solid Zirconia.

**Offer expires
March 31, 2012**

*Price may NOT include round-trip overnight shipping.

Limit one Rx per case.

No copies accepted.
Not valid with any other offer.

Rx ☐ BruxZir Solid Zirconia

QX0001

TOOTH NUMBER

FINAL SHADE

OCCLUSAL STAINING

- ☐ None
☐ Light**
☐ Medium
☐ Dark

PONTIC DESIGN



**Standard unless specified otherwise

ENCLOSED WITH CASE

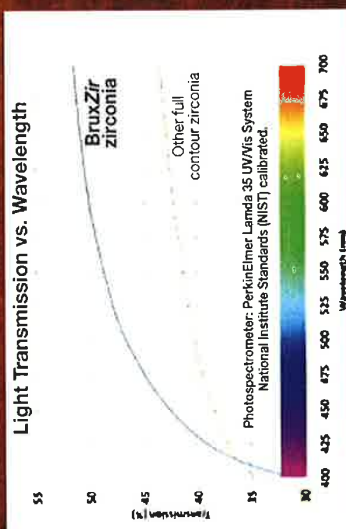
- ☐ Impression ☐ Bite ☐ Models
☐ Articulator ☐ Photos
☐ Other: _____

Signature _____ License # _____ Date _____

INITIALS:

BruxZir® Zirconia Scientific Validation

BruxZir Solid Zirconia crowns & bridges are made from the highest quality zirconia powder from Japan. We chemically and physically reprocess the powder to further reduce the zirconia particle sizes. BruxZir milling blanks are then created through a unique patent-pending process. Unlike conventional high-pressure milling blank manufacture, our processing gives BruxZir zirconia improved light transmission, which provides a lower, more natural shade value.



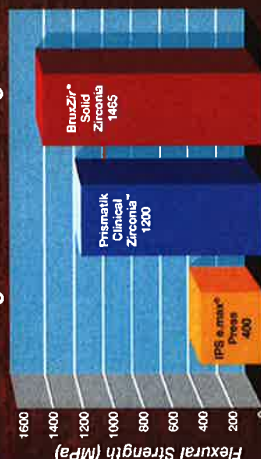
BruxZir zirconia exhibits higher light transmission, resulting in a more natural shade value.



The 50% smaller average grain size of BruxZir zirconia improves its physical properties.

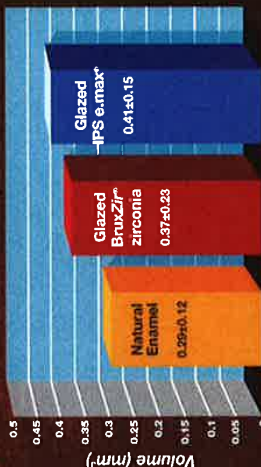


High Flexural Strength



Lithium disilicate ceramic has 400 MPa while zirconia materials exhibit a flexural strength of more than 1200 MPa. However, because of post-powder processing, BruxZir Solid Zirconia exceeds that strength threshold, with flexural strengths up to 1465 MPa.

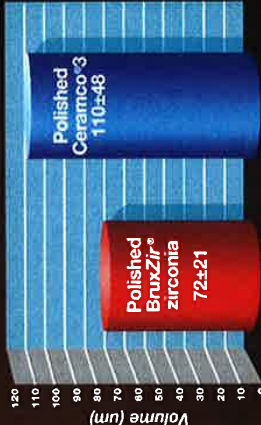
Wear Compatibility



In a recent study¹ to measure the volumetric loss of enamel, glazed BruxZir zirconia was found to wear compatible with enamel and virtually identical to glazed IPS e.max.

¹ Wear of Enamel on Polished and Glazed Zirconia. Shah S, Michelson C, Beck P, et al. 2010, Washington, DC: AADR Abstract #139615.

Antagonist Wear



The antagonistic (Sleatite balls) wear shows BruxZir zirconia only with 72±21 micron, which is significantly lower than Ceramco-3 (110±48 micron). The University of Tübingen study was run using an eight chamber Willytec Chewing Simulator at 1.2 million cycles.

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BruxZir®
Solid Zirconia Crowns & Bridges



*See inside for the expanding list of
Authorized BruxZir Laboratories*

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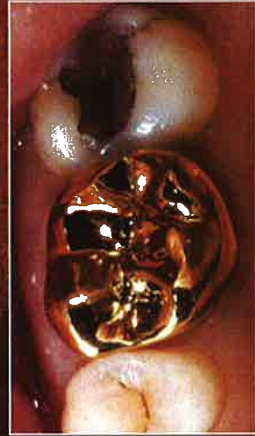
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BruxZir

Solid Zirconia Crown



Gold Crown



*Porcelain and
Metal Crown*



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